

**WHAT IS CLAIMED IS:**

1. A method for dynamically constructing a web page, comprising:  
receiving a uniform resource locator identifying a web page, the web page  
5 referencing a plurality of elements;  
receiving a user identifier representing a user;  
evaluating each of the plurality of elements based on the user identifier to identify  
a subset of at least one element the user is authorized to access;  
determining a data conversion specification associated with the user;  
10 determining a data representation specification associated with the user; and  
converting and presenting each of the subset of elements.
2. The method of claim 1, further including determining a role based on the user  
identifier, and wherein evaluating each of the plurality of elements is performed based on the  
15 role of the user.
3. The method of claim 1, further including determining an affiliation based on the  
user identifier, and wherein evaluating each of the plurality of elements is performed based on  
the affiliation of the user.
- 20 4. The method of claim 3, wherein the data presentation specification includes  
branding data presented based on the affiliation of the user.
5. The method of claim 1, further including defining environmental variables and  
25 enabling concurrent access among users to the data conversion specification and the data  
representation specification.
6. A system for dynamically constructing a web page, comprising:  
a processor;

a memory connected to the processor for storing processor executable instructions to control the operation of said processor;

the processor executable instructions including:

instructions to receive a uniform resource locator identifying a web page, the web page referencing a plurality of elements;

5 instructions to receive a user identifier representing a user;

instructions to evaluate each of the plurality of elements based on the user identifier to identify a subset of at least one element the user is authorized to access;

instructions to determine a data conversion specification associated with the user;

10 instructions to determine a data representation specification associated with the user; and

instructions to convert and present each of the subset of elements.

15 7. The system of claim 6, further including instructions to determine a role based on the user identifier, and wherein the instructions to evaluate each of the plurality of elements includes instructions to evaluate the role of the user.

20 8. The system of claim 6, further including instructions to determine an affiliation based on the user identifier, and wherein the instructions to evaluate each of the plurality of elements includes instructions to evaluate the affiliation of the user.

9. The system of claim 8, further including instructions to present branding data presented based on the affiliation of the user.

25 10. The system of claim 6, further including instructions to define environmental variables and enable concurrent access among users to the data conversion specification and the data representation specification.

11. An apparatus for dynamically constructing a web page, comprising:

means for receiving a uniform resource locator identifying a web page, the web page referencing a plurality of elements;

means for receiving a user identifier representing a user;

means for evaluating each of the plurality of elements based on the user identifier to identify a subset of at least one element the user is authorized to access;

means for determining a data conversion specification associated with the user;

means for determining a data representation specification associated with the user; and

means for converting and presenting each of the subset of elements.

12. The apparatus of claim 11, further including means for determining a role based on the user identifier, and wherein the means for evaluating operates based on the role of the user.

13. The apparatus of claim 11, further including means for determining an affiliation based on the user identifier, and wherein the means for evaluating operates based on the affiliation of the user.

14. The apparatus of claim 13, further including means for presenting branding data based on the affiliation of the user.

15. The apparatus of claim 11, further including means for enabling concurrent access among users to the data conversion specification and the data representation specification.

16. A computer-readable storage medium encoded with processing instructions for dynamically constructing a web page, comprising:

computer readable instructions for receiving a uniform resource locator identifying a web page, the web page referencing a plurality of elements;

computer readable instructions for receiving a user identifier representing a user;

computer readable instructions for evaluating each of the plurality of elements based on the user identifier to identify a subset of at least one element the user is authorized to access;

computer readable instructions for determining a data conversion specification associated  
5 with the user;

computer readable instructions for determining a data representation specification associated with the user; and

computer readable instructions for converting and presenting each of the subset of elements.

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